

## PROJECT NARRATIVE

### SCENIC CORRIDOR SIGNAGE TEXT AMENDMENT

At the time of the last sign code amendment, there was discussion at the public hearings that some smaller scale, sensitively designed signage in the scenic corridor might be an appropriate alternative to the taller tower and mid-size monument signage allowed outside the corridor. For the past several months, Donahue Schriber and its consultants have met with Staff, Planning Commissioner Heitel and interested citizens on a proposal to allow such smaller scale signage within the scenic corridor. The proposed language is intended to be sensitive to concerns for the aesthetics and preservation of scenic corridors and yet responsive to the legitimate needs of businesses along a scenic corridor.

The text amendment proposal includes scenic corridor design guidelines for scenic corridors in non-ESLO areas and additional design guidelines within the ESLO overlay area. The amendment proposes allowing smaller mid-size monument signs than would be allowed elsewhere in the City with graduations in size from six feet to ten feet based upon increased setback distances from ten feet to thirty feet. The amended language also addresses revegetation and landscaping within a signage visibility corridor to allow for lower level plant species to assure sign visibility and readability.

Scenic corridor signage is an issue that impacts not only retail and office centers, but also resort locations within the City. The need for appropriate aesthetically compatible signage in scenic corridor areas to allow identification of the location of businesses as well as the entry points for these businesses is critical to their on-going viability.

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